

BETTER BUSINESS IN MOTOR SHOWS

F. W. Warner, Oakland Head,
Sees Big Change in Character
of Exhibits.

Every year automobile shows are becoming more strictly business affairs and less a time for pleasure. Real work is the rule to-day instead of the exception, and this is because the automobile industry is an industry now and not a "game".

This is the opinion of Fred W. Warner, president and general manager of the Oakland Motor Car Company, one of the familiar figures at all the automobile shows.

"Some few years ago, and not so many at that, we heard little of the automobile industry," says Mr. Warner. "Everything was the automobile 'game'. Somehow the word 'game' when applied to any business always seems to carry with it a spirit of heroics and adventure rather than one of sound business."

"Now we don't hear about the automobile 'game'. We hear about the automobile industry, and rightfully so, I believe, because it is an industry. Consequently we find more business and less gaiety throughout it, and nowhere is that more evidenced than at the shows. Instead of going to the big city shows to have a good time and 'see the town' the automobile men of the country go there to work."

"Last year it was noticeable how the odd moments were filled in with dealer meetings, with definite business discussions and with little gatherings that talked over ideas and gained each other's viewpoints. By the same token the revelry was conspicuous by its absence."

"Automobile men realize that a show gathering is a whole lot like a dealers' convention in its personnel, and dealers' conventions are mighty valuable when properly conducted and entered into with the proper spirit."

"Dealers as well as manufacturers realize the real business opportunities of automobile shows and are taking advantage of them."

"good bye, 'Dobbin' " the hay-motor must give way to its more economical young brother, the gasoline motor

do you realize that it costs over \$150 a month to operate a team of horses in New York city and that the limit of its hauling radius is between 15 and 18 miles a day? the REDDEN "TRUCK-MAKER"



which converts a FORD or other pleasure car into a guaranteed one ton truck costs less to operate, and will cover 85 miles a day the investment is only \$350 and your pleasure car chassis as against upwards of \$1000 for your horse equipment

Licensed under the Cook Patents, assuring absolute protection against suit for infringement.

Do not be misled by the claims of infringing manufacturers.

The inventor, Albert E. Cook, will vigorously prosecute all infringing manufacturers, sellers and buyers. The Cook Patents are basic and cover chain, internal gear and worm gear drive.

Redden Motor Truck Company

NEW YORK - - DETROIT

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NASH INCREASES JEFFERY OUTPUT

Progressive Manufacturing
Policy Installed in Kenosha
Plant and Buildings Added.

Just how easily the plant Jeffery factory recently acquired by the Nash Motors Company lends itself to increased production has been illustrated by the fact that since the coming of C. W. Nash

to Kenosha and the installation of his manufacturing policies the output of the plant has already been greatly increased. C. W. Nash, widely known to the trade by his reputation as a "quantity producer" and a merchandiser in gigantic wholesale lots, again demonstrated his manufacturing ability when he selected the Jeffery factory as the site of the Nash Motors Company.

"On my first visit to Kenosha," Mr. Nash said yesterday, "I recognized how well suited the Jeffery factory was to carry out my principles. I found it an immense plant covering 100 acres of ground, with thirty-two acres under roof. It was manned by 3,000 skilled mechanics and equipped with the finest machinery obtainable. The plant I learned was practically independent of parts and accessory makers and that Jeffery cars and trucks were built 93 per cent. in their entirety within the walls of that factory."



The real Pierce-Arrow Exhibition

There will be a number of Pierce-Arrow Cars at the Palace Automobile Show, as is right and fit. They will be bright and new, pleasing in contour and harmonious in color.

But the real exhibition of Pierce-Arrow Cars is held every day on every drive and avenue in the land, in the line at the opera houses and parked around the country clubs.

The real exhibition cannot be exhibited, because it consists not of newly turned out cars, but of cars in long and honorable service; not in new paint and new upholstery, but in a service performed day after day, with un-failing regularity, over a long period of years.

This is the heart and soul of the Pierce-Arrow. Its body can be seen at the Auto Show, and also at the sales-rooms in West 54th Street.

New York Sales:
Harrolds Motor Car Company
233 West 54th Street

New Jersey Sales:
Ellis Motor Car Company
416 Central Ave., Newark

DEALERS!

while in New York do not fail to examine the

Rainier Half Ton WORM DRIVE TRUCK

which has established a new standard for light commercial vehicles.

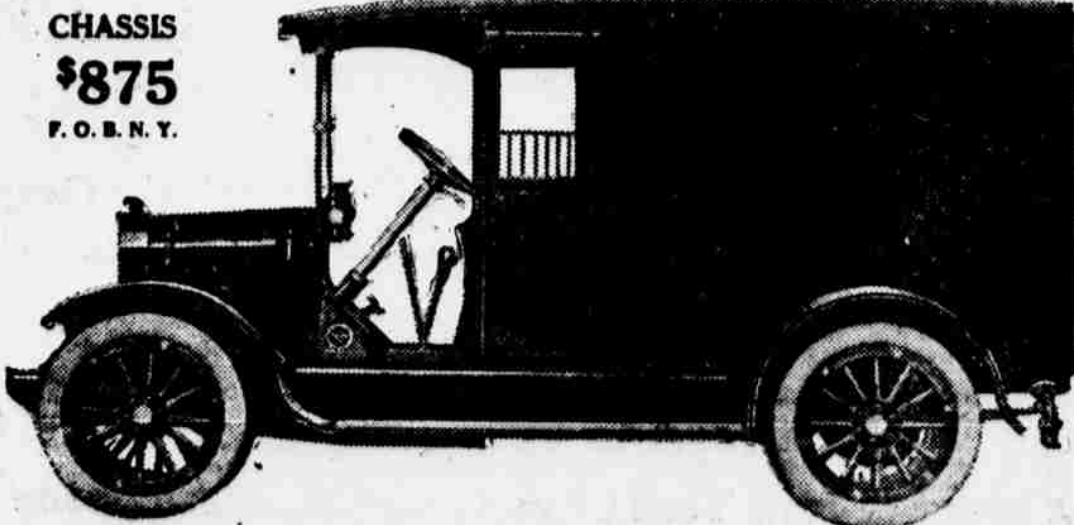
Absolutely the highest grade light truck in the world

The following fundamentals will prove it—

118 INCH WHEELBASE
TIMKEN-DAVID BROWN WORM
DRIVEN REAR AXLE
TIMKEN FRONT AXLE
4 1/2 INCH FRAME

HOTCHKISS DRIVE
33 x 4 INCH TIRES
RAINIER TRUCK MOTOR 3 1/4 x 4 1/2
10 INCH DRY DISC CLUTCH
3 SPEED SELECTIVE TRANSMISSION

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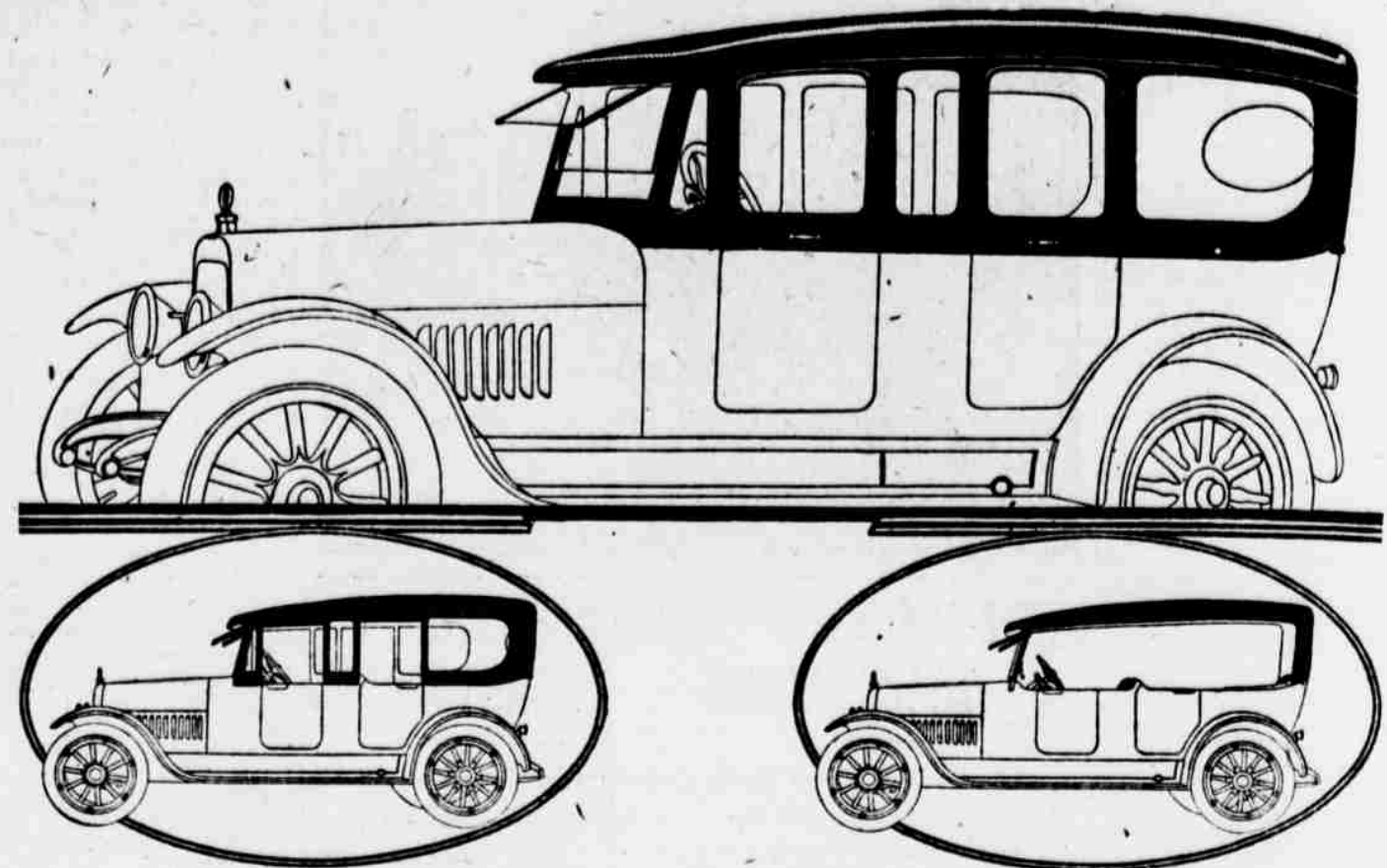


BUILT BY THE PIONEERS IN THE MOTOR TRUCK INDUSTRY.

Showrooms BROADWAY, CORNER 51ST STREET Open Evenings.

Factories: Flushing, N. Y.

Rainier Motor Corporation



New era in motoring comfort

Detroit Weatherproof Top

(PATENTED)

THE problem of weather protection, of comfort, convenience, comeliness and economy in motoring, has been solved by Detroit Weatherproof Tops. The old makeshift, "wint-er" top, the flapping side curtains in winter weather, the expense, annoyance and discomfort of the old "detachable tops"—these have been "scrapped" by scientific design and concentrated manufacture.

Each Top is individual, distinctive to that particular make of car for which it is designed.

Detroit Weatherproof Tops are the logical development of the popular demand for luxurious, yet economical motoring.

Detroit Weatherproof Tops are designed and constructed for motorists who desire the highest quality and greatest comfort in their year-around motoring—at a low cost.

Detroit Weatherproof Tops are built for motorists who do not wish to pay the additional \$400 to \$700 for mere weather protection—but who are willing to pay from \$90.00 to \$180.00 for an "All Weather Top!"

By careful design, by sheer simplicity, by quantity production, we have made Detroit Weatherproof Tops the most luxurious, the most convenient and the least expensive on the American market.

See us at the Show and you will understand why the new patented features incorporated in the Detroit Weatherproof Top are winning overwhelming popularity among manufacturers, dealers and owners.

The Detroit Weatherproof Top has eliminated the hinged door, with its rattling and breaking of glass; the excessive weight, the cumbersome, permanent windows, the bad ventilation, the obscured vision, the delay in installation and the HIGH COST.

The Detroit Weatherproof Top has the patented flexible sliding doors which disappear instantly into the roof, side sections, doors and quarters—which can be entirely removed in a few minutes—making your car a perfectly open touring car.

An addition of about fifty pounds to the present weight of your car with touring top! Detroit Weatherproof Tops are the lightest on the market.

Detroit Weatherproof Tops are attached to the regular body irons of your car and fit flush with the sides. There is a patented adjustable back which allows for any variation in body lengths.

The finish and materials throughout are elegant and in the best of taste.

A Detroit Weatherproof Top can be attached in less than two hours. And what is more, it can be quickly DETACHED without marring the car's body in the least.

The Detroit Weatherproof Top has been standardized for the following motor cars:

HUDSON

Super Six Phaeton

CHALMERS

"Six-30" Five Passenger

BUICK

"D-45" Touring Car

CHANDLER

"Series 17" Touring Car

CHEVROLET

"Four-90" Touring Car

OVERLAND

"33"

FORD 1915-16-17 Touring Car

Prices from \$90.00 to \$180.00

Manufacturers and Dealers cordially invited to inspect our exhibit at the

Grand Central Palace

Space D 174 and 175 (Fourth Floor)

Detroit Weatherproof Body Co.

Detroit, Michigan